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1922



When Winter Comes

American Forestry Co.

*A Little Letter on
Home Decoration
for the Winter Months*

Little Tree Farms





HEN "WINTER COMES" and strips their gorgeous

robes from all the trees and stills the voices of the birds and brooks. When Jack Frost's fires burn the beauty from the garden's close, and bleak winds whistle round the house and fill the air with myriad jewels of the snow . . .

Then, of all the hosts of Summer, the Evergreens alone remain to remind us of her vanished loveliness and cheer us with a promise of the Spring. Inside the house or out, in pots and tubs and window boxes, they gaily take up the task abandoned by the shrubs and flowers and fill our homes with beauty and the wholesome fragrance of the forest.

The symmetrical quality of Evergreens and their lasting color and freshness make them the natural choice for decoration of the suburban or city home. No home is too large for the stately grace of the larger evergreens, none too little for the bright prettiness of the smaller ones. Handsome potted evergreens at the door give an instant effect of cheer and welcome. Window boxes filled with their vivid greens transform the face of a building and make it smile at Winter and Winter's guests.

Best of all, Evergreens are inexpensive, readily cared for (requiring practically nothing but an occasional watering) and last indefinitely.

These three virtues make them great rivals of cut flowers and potted plants for indoors. As for outdoors—Winter is their natural playfellow! They thrive amidst snow and ice. No wonder their vogue as Winter decoration increases every year.

They are now very much sought as part of the—one might say—movable furnishings of the home. And no less of public buildings, fine clubs and hotels. The demand begins, indeed, to outrun the supply. For not all Evergreens are suited to this purpose, and of the suitable varieties only perfect and well furnished specimen plants should be used.

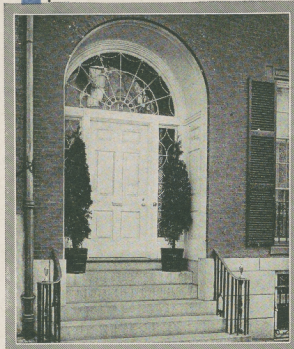
Little Tree Farms, however, by far the largest growers of such decorative Evergreens, due to happy forethought and a particularly propitious season, finds itself in a position this year to offer its friends splendid, shapely, vigorous Evergreens for Winter decoration in a wide selection of sizes; and at prices that can well ignore competition and thus make it possible for many to avail themselves of a pleasure that hitherto they may have felt to be too extravagant for their means.

We are confident that a perusal of this folder will result in much future pleasure for you and a widened circle of friends for Little Tree Farms.

Little Tree Farms
AMERICAN FORESTRY COMPANY

419-C Boylston Street
Boston, Mass.





TWO slender Junipers here accent the colonial dignity of the entrance to a town house. Just such Junipers are priced in the inside of this folder.



A DOORWAY of simplicity—and charm—a pair of tubbed Spruces extend their hands in welcome to the coming guest, while gracious Arborvitae stand modestly at the door. We have these for you.



WHITE snow and sunshine out-doors; gay chintz and soft green Evergreens within. They soften the strong reflections and add color and fragrance to the cozy sun room.



THE line of green along the sill breaks the angular outlines of the window frame and pleasantly repeats the Evergreen note below. Snow but improves the effect.

Evergreens as Decorations

Some hint of the value of Evergreens as decorative material indoors and out is given by this group of photographs. There are many other ways in which they are equally well used. They are effective and much liked in hallways, flanking the doorway, or as accents beside a newel-post or pier-glass; we see them often edging porch rails and balconies, and very often in special containers and window boxes for living-room and table decoration.

Besides these, many special uses suggest themselves for Winter fêtes and holidays, from birthdays to Christmas—what could be a more charming gift than a pair of tub plants, complete with their containers or a window-box or two? As novel as the gift is appropriate. So appropriate, indeed, to the season are Evergreens, that many Florists and decorators are now using large quantities every Winter for such special occasions as weddings, dances and receptions and for the more permanent decorations of public halls and places of amusement.



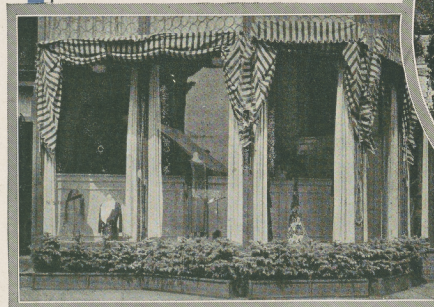
WHEN winter-winds have swept the flowers away, these richly furnished Evergreens will still keep watch along the veranda's edge.



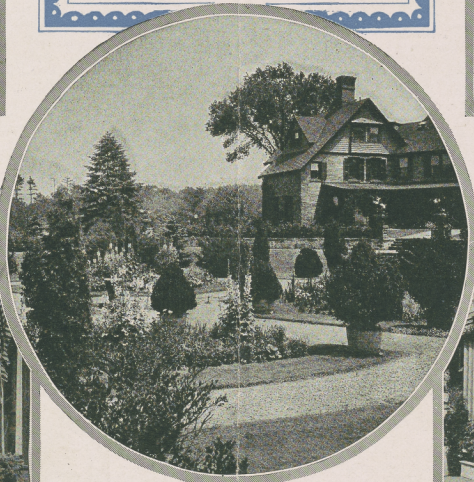
A COURTYARD enclosure skillfully outlined with Evergreens both tubbed and planted; smaller Evergreens will later take the place of flowers in the window boxes.



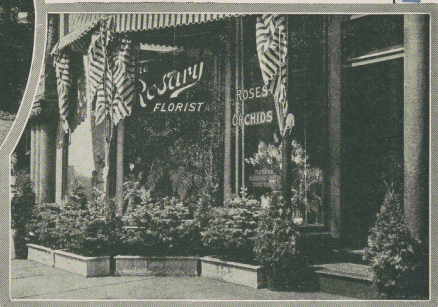
A FAMOUS "bungalow" on a New York roof—here Evergreens serve to break the monotony of the sky-line and afford a background to the flowering plants.



A CONTINENTAL touch in the gay window boxes of this establishment furnishing things feminine! Little Tree Farms Spruces stimulate sales.



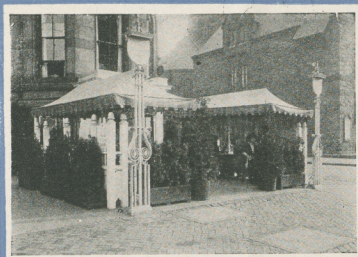
TUBBED Evergreen used as accents in a formal garden, a rich foil to the gorgeous hollyhocks in season and a relief to the wintry bleakness when the flowers are dead. Little Tree Farms grows Evergreens especially for formal gardens.



THE hardy beauty of Spruce and Arborvitae without lures to the exotic beauty of flowers within. Evergreen decoration pays.



A Parisian air pervades this gay little refreshment booth and entrance to a



candy shop. Artistic Arborvitae give it seclusion and decorate it whatever the season.

DESCRIPTION OF PLANTS

PRICES AND SPECIAL OFFERS

ARBORVITAE Extremely soft, dense, clear green, showing bronze in late winter. A dignified decoration for entrances and window boxes, deservedly popular because combining beauty and low price.

	Height	Each	Pair (Matched)	Five
Balled and Burlapped	above 5 ft.	\$5.00	\$11.00	\$22.50
	above 4 ft.	4.00	9.00	17.50
	above 3 ft.	3.00	7.00	12.50
	above 2 ft.	2.00	5.00	7.50

SPECIAL OFFER

Six choice specimens 2½ feet high, \$10.00. Suitable for veranda or large window box. Shipped B&B.



Matched Pair, \$5.00

Shipped B&B—Tub not included. Selected specimens over 2 feet.



Six Arborvitae and Window Box for \$5.00. Plants about 1 foot high, packed in moist moss, in dark green box, 3 feet long, 7 inches wide, 6 deep.

WHITE SPRUCE Wonderfully suited for pots and boxes. Beautiful silver green, extremely hardy and of a shapely, vigorous outline, handsome alone or with the Arborvitae. Use them with each other in any combination.

	Height	Each	Pair (Matched)	Five
Balled and Burlapped	above 4 ft.	\$4.00	\$9.00	\$17.50
	above 3 ft.	3.00	7.00	12.50
	above 2 ft.	2.00	5.00	7.50
	above 1 ft.	1.50	4.00	5.00

SPECIAL OFFER

Six choice specimens 2½ feet high, \$10.00. Suitable for veranda or large window box. Shipped B&B.



Six White Spruce and Window Box for \$5.00

Plants about 1 foot high, packed in moist moss, in dark green box, 3 feet long, 7 inches wide, 6 deep.



Matched Pair, \$5.00

Selected specimens over 2 feet. Shipped B&B—Tub not included.

RED CEDAR or Juniper, a slender classic tree that for columnar effects has no equal; placed at doorways and corners by the best decorators. Feathery foliage, sometimes starred with blue berries. Hard to grow perfect trees, but we have them.

	Height	Each	Five
Balled and Burlapped	above 4 ft.	\$4.50	\$17.50
	above 3 ft.	3.50	12.50
	above 2 ft.	2.50	7.50

SPECIAL OFFER

Matched Pair for \$5.00. Selected specimens over 2½ feet. Shipped B&B—Tub not included.



Matched Pair for \$10.00. Selected specimens over 4 feet. Shipped B&B—Tub not included.

GROUND JUNIPER

A fairy fernlike bush of a graceful drooping habit, most beautiful when powdered with the snow.

SPECIAL OFFER

Six Ground Junipers and Window Box for \$5.00.

Plants about 11 inch spread, packed in moist moss, in dark green box, 3 feet long, 7 inches wide, 6 inches deep.

Matched Pair, \$5.00

Selected specimens over 12-inch spread. Shipped B&B—Tub not included.



An Inspiration Towards the Beautiful

This book should be in the hands of all who are interested in beautifying their surroundings, and the book should have a place in their library.

I sincerely hope you will be amply repaid for this work, and that it will be the inspiration for many towards creating the beautiful.

In the Mail Bag

Your spring bulletin has been received, and as we have always had very excellent satisfaction from the trees and shrubs purchased from your company, we would be very pleased to receive your Year Book for 1922.

From Another Nursery Man

I do not often write to anyone who sends a catalogue to tell them how attractive it is, but I would feel rather amiss in ordinary courtesy if I did not just yield to the impelling force within me to tell you and your company that the Year Book that you have sent strikes me as being, with no exception, the best nursery catalogue that I have ever seen.

A Typical Request

Please send me your Year Book for 1922. The last lot of trees I received were fine plants and I did not lose one of them.

A New Friend Writes

Your catalogue, copy of which has been loaned to me, is the handsomest catalogue of any sort that I have ever seen and seems to give assurance that your goods also are better than the average. So I shall want to buy some things from you this fall.

Now is the time to plant Evergreens outdoors—send for Bulletin 15.



Just a Glimpse at The Year Book for 1922

YOU are of course a lover of things that grow—trees and shrubs and vines? Then you wish to surround yourself and your home with the beauty of Nature and art; you wish constantly to achieve greater harmony in your environment. The Year Book of Little Tree Farms will help you do this. Send for it today. It is yours for the asking.

This Year Book is more than a catalog, more than a price list of enticing values, it is a guide to beautifying the home at all seasons—a wonderful book of decorative ideas and suggestions.

This book has been written with you in mind, and to make it helpful to you we have spent months of thought and labor and thousands of dollars in money; the result is by all odds more beautiful in its dress, more illuminating, more authoritative than any similar publication that you can buy. But it is yours for the asking.

Over half the Year Book is devoted to special effects and problems in home landscaping and forest planting—what and where and how to plant. The other half treats of some hundred and thirty absolutely worth-while species of evergreens, trees, shrubs and vines listed at prices that, quality for quality, we have reason to believe cannot be matched.

Throughout are scattered many special offers—offers for every reasonable purpose and for big and little pocketbooks. Offers that will save you both time and money—truly the Year Book is the book the home lover cannot afford to miss.

Why not "take your pen in hand" and send for it to-day—Now!

An Edition "De Luxe"

The "Year Book" came today and I am revelling in its pages. I really can't refrain from writing a word in appreciation of so splendid an achievement, and to thank you for it. It looks rather more like an edition "de luxe" of a gardening journal than a catalog. With sincere thanks and most cordial good wishes.

"Handsome and Comprehensive"

I want to compliment you very highly on your latest catalogue. To me it is the best looking piece of literature that has been put out to date by a nursery house. The cover is very handsome and the arrangement of the material inside is mighty comprehensive and very easy to find.

"An Index to Ideas"

I must write you of my enthusiasm for your new catalog. Instead of being a botanical index, your catalog is an index to serviceable ideas that every home owner in America would find helpful in satisfying his taste for more beauty. I can't praise the book too much.

From a Leading Trade Journal

One of the finest catalogues (if indeed it does not head the list) is the Little Tree Farms Year Book for 1922. It is elaborate to a degree and a work of art from cover to cover. It shows the utmost in progressiveness.

"Perfect Condition"

My order reached me in the usual perfect condition in which all your stock arrives. I also want to thank you for your Year Book. It is one of the most interesting books that has reached my hand.

It's just the right time to plant shade trees and shrubs—our Bulletin 16 will help you

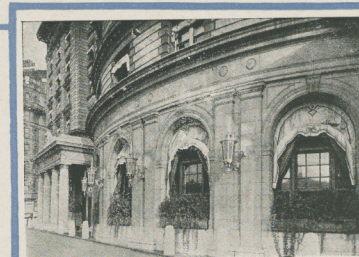
Little Tree Farms

AMERICAN FORESTRY COMPANY

419-C Boylston Street
Boston, Mass.



This, the facade of a great hotel in Boston, shows our evergreens in window boxes.



We invite correspondence with architects and managers of hotels, restaurants, clubs, etc.

DESCRIPTION AND PRICES—Continued

COLORADO BLUE SPRUCE The rarest and costliest of our decorative Evergreens, has proved the hardest of all. This beautiful tree, with its marvelous blue-green color and vigorous, handsome foliage, is grown in quantity at Little Tree Farms and therefore offered at prices much below those that obtain elsewhere.

	Height	Each	Pair (Matched)	Five
Balled and Burlapped	above 4 ft.	\$8.00	\$17.00	\$35.00
	above 3 ft.	6.00	13.00	25.00
	above 2 ft.	4.00	9.00	16.25
	above 1 ft.	2.00	5.00	7.50



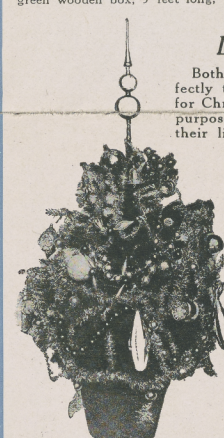
Six Blue Spruce and a plain wooden window box for \$10.00. Plants about 1½ feet high, packed in moist moss, in dark green wooden box, 3 feet long, 7 inches wide, 6 deep.



Matched Pair, \$10.00. Selected specimens over 2½ feet. Shipped B&B—Tub not included.

LIVE CHRISTMAS TREES

Both the Blue and the White Spruce lend themselves perfectly to the new fashion of decorating small living trees for Christmas. They have just the shape and color for the purpose, and are so hardy that many of our customers plant their living Christmas trees outdoors after enjoying them first for the holiday and then as a house plant. An especially sweet gift for a child or an invalid. Order now, in the size wanted, and we will ship when desired. Prices above and under White Spruce, opposite.



A 3 foot Spruce dressed up for Christmas.

RED PINE

A distinct novelty. Broad, bushy tops carried well up on a narrow stem give this plant a dwarfed Japanese effect that is very effective in a special setting.



SPECIAL OFFER

Six choice specimens above 3 feet high, \$10.00. Suitable for veranda or large window box. Shipped B&B.

Matched Pair, \$5.00. Selected specimens over 3 feet. Shipped B&B. Tub not included.

CONTAINERS To those who wish tubs and urns for evergreen planting we recommend the style below as being high-grade, durable and satisfactory. Style A is a wooden tub of selected Cedar, with strong hoops and painted green. Style B, C and D are of artificial stone, and are extremely desirable, both from the standpoint of design and durability. These urns are separately crated and securely packed, and are shipped direct to you from a nearby manufacturer.



Style A



Style B



Style C



Style D

DIAMETERS

Style	8 in.	12 in.	14 in.	16 in.	18 in.
A (wood)	\$0.85	\$1.85	\$2.50	\$3.00	\$3.85
B, C, D (artificial stone) sizes and prices as follows:					
B, 16 in.	\$7.00	C, 18 in.	\$8.00	D, 16 in.	\$9.00

Packing and Shipping

The larger Evergreens are "Balled and Burlapped," i.e., each plant has a burlap wrapped ball of loam on its roots. The order is then carefully crated and delivered to the transportation company at Framingham, Mass. (Please specify whether shipment is to be by express or freight.) The smaller plants not marked "Balled and Burlapped" are carefully packed, with roots in moist moss, in a bale or box. The order is then delivered to the express office at Framingham, Mass. (Small shipments which come within postal regulations may be sent parcels post if customer desires.) All prices here quoted are F.O.B. Framingham, including packing and delivery to transportation company and are based on receipt of cash with order. C. O. D. shipments made on receipt of half the amount of order.

Before "Winter Comes"—visit Little Tree Farms

at Framingham Center, Mass.

Motor Route

from

Boston

to Auburndale	Miles 10
to Wellesley	5
to Natick	3
to Framingham	4
At R. R. station turn north across tracks, follow car line on Union Avenue	
to Framingham Cen.	2
Down Pleasant St.	
to Little Tree Farms	
No. 2	1/2

Total 24 1/2

From Auburndale a second route leads through Weston, East Sudbury; turn left, to Saxonville; turn right to Framingham Center.

DRIVE out through the glorious autumn-cooled countryside, one of our loveliest regions, and stop at the little white shop on Pleasant Street, our "Wayside Landscape Shop." All around it you will find window boxes charmingly planted, and potted Evergreens of all the varying color-tones and different forms. Samples of tubs and urns are there, varying from the costliest stone to the simplest cedar. Make a pleasure of choosing your plants and containers. You may even have the Evergreens packed in your car, then and there, or planted in the boxes you bring with you.

Then stroll about the demonstration garden of evergreens, shrubs and perennials, and choose the effect you want to reproduce for your own lawn or garden. One of our landscape men will tell you what you need for your space, and estimate its cost.

Maybe some of the roses will still be blooming for you. Anyway, anyweather, the exquisite Evergreens will be rendering their silent symphony of greens—light, dark, silver, bronze. So come,—before Winter comes. . . .

Motor Route

from

Worcester

to Shrewsbury	Miles 6
to Northboro	5
to Marlboro	6
Turn right, at Marlboro	
to Southboro	4
to Framingham Cen.	3
to Little Tree Farms	
No. 2	

Total 24

A second route leads through Westboro, Ashland, Framingham, to Framingham Center; but this is longer and the road is less uniformly good.



Mail Address—Little Tree Farms, 419-C Boylston Street, Boston, Mass.